

ORDER



KSDK

Orders
Order / Rev: 698757
Alt Order #: 06227694
Product Desc: AKIN FOR SENATE
Estimate: 2463
Flight Dates: 07/17/12 - 08/05/12
Original Date / Rev: 08/02/12 / 08/02/12
Order Type: Political

Primary AE: Kristin Waskie
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Strategic Media Placement LLC
Buying Contact:
Billing Contact:
 3946 North Hampton Drive
 Powell, OH 432065

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Akin,T/R/Senate
Demographic: A35+
Product Codes: PL-US Senate
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
06/25/12	07/28/12	56	\$40,475.00	\$34,403.75
07/30/12	08/05/12	3	\$1,100.00	\$935.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2012	56	\$40,475.00	\$34,403.75	486.30
August 2012	3	\$1,100.00	\$935.00	0.00
Totals	59	\$41,575.00	\$35,338.75	486.30

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristin Waskie			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSDK	69%	\$41,575.00
Market	100%	\$60,253.62

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KDNL	2%	\$1,205.07
KETC	0%	\$0.00
KMOV	15%	\$9,038.04
KNLC	0%	\$0.00
KPLR	0%	\$0.00
KTVI	14%	\$8,435.51
UNKWN	0%	\$0.00
WHSL	0%	\$0.00
WPXS	0%	\$0.00
WRBU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSDK	07/17/12	07/22/12	M-F 6-7A 6-7a	CM	6-7A	- TWTF - -	:30	4	\$400.00	P-3	4.60	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/16/12	07/22/12	- TWTF - -			4		\$400.00		4.60				
2	KSDK	07/23/12	07/28/12	M-F 6-7A 6-7a	CM	6-7A	MTWTF - -	:30	5	\$400.00	P-3	4.60	NM	4	\$2,000.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	KSDK	07/23/12	07/28/12	M-F 6-7A 6-7a	CM	6-7A	MTWTF--	:30	5	\$400.00	P-3	4.60	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	07/23/12	07/29/12	MTWTF--		5			\$400.00	4.60					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	KSDK	07/23/12-07/29/12		M-F 6-7A		6-7A	MTWThF----	:30		(\$400.00)		4.60	NM		
	See MG 2.6,2.7,2.8 [NA/Oversold - Per Alicia]														
3	KSDK	07/23/12-07/29/12		M-F 6-7A		6-7A	MTWThF----	:30		(\$400.00)		4.60	NM		
	See MG 2.6,2.7,2.8 [NA/Oversold - Per Alicia]														
4	KSDK	07/23/12-07/29/12		M-F 6-7A		6-7A	MTWThF----	:30		(\$400.00)		4.60	NM		
	See MG 2.6,2.7,2.8 [NA/Oversold - Per Alicia]														
5	KSDK	07/23/12-07/29/12		M-F 6-7A		6-7A	MTWThF----	:30		(\$400.00)		4.60	NM		
	See MG 2.6,2.7,2.8 [NA/Oversold - Per Alicia]														
6	KSDK	07/24/12-07/27/12		M-F 6-7A Ⓜ MG for 2.2,2.4,2.5,2.3 [n/a]		6-7A	-TWThF----	:30		\$600.00		4.60	NM		
7	KSDK	07/24/12-07/27/12		M-F 6-7A Ⓜ MG for 2.2,2.4,2.5,2.3 [n/a]		6-7A	-TWThF----	:30		\$600.00		4.60	NM		
8	KSDK	07/24/12-07/27/12		M-F NBC Today 7-9A Ⓜ MG for 2.2,2.4,2.5,2.3 [n/a]		7-9A	-TWThF----	:30		\$400.00		4.60	NM		
3	KSDK	07/17/12	07/22/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	-T-T---	:30	2	\$400.00	P-3	5.40	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	07/16/12	07/22/12	-T-T---		2			\$400.00	5.40					
4	KSDK	07/23/12	07/28/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	-T-TF--	:30	3	\$400.00	P-3	5.40	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	07/23/12	07/29/12	-T-TF--		3			\$400.00	5.40					
5	KSDK	07/17/12	07/22/12	M-F Noon News Noon News	CM	12-1230p	-T-TF--	:30	3	\$225.00	P-3	4.80	NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	07/16/12	07/22/12	-T-TF--		3			\$225.00	4.80					
6	KSDK	07/23/12	07/28/12	M-F Noon News Noon News	CM	12-1230p	MT-T---	:30	3	\$300.00	P-3	4.80	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	07/23/12	07/29/12	MT-T---		3			\$300.00	4.80					
7	KSDK	07/17/12	07/22/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	-TWTF--	:30	4	\$750.00	P-3	13.10	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	07/16/12	07/22/12	-TWTF--		4			\$750.00	13.10					
8	KSDK	07/23/12	07/28/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	M-WT---	:30	3	\$800.00	P-3	13.10	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	07/23/12	07/29/12	M-WT---		3			\$800.00	13.10					
9	KSDK	07/17/12	07/22/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	-TWTF--	:30	4	\$800.00	P-3	12.70	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	07/16/12	07/22/12	-TWTF--		4			\$800.00	12.70					
10	KSDK	07/23/12	07/28/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	MTWTF--	:30	5	\$850.00	P-3	12.70	NM	5	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	07/23/12	07/29/12	MTWTF--		5			\$850.00	12.70					
11	KSDK	07/17/12	07/22/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	--W-F--	:30	2	\$800.00	P-3	11.70	NM	2	\$1,600.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
11	KSDK	07/17/12	07/22/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	--W-F--	:30	2	\$800.00	P-3	11.70	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/16/12	07/22/12	--W-F--		2				\$800.00		11.70			
12	KSDK	07/23/12	07/28/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	MTW----	:30	3	\$1,500.00	P-2	11.70	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/23/12	07/29/12	MTW----		3				\$1,500.00		11.70			
13	KSDK	07/17/12	07/22/12	LN (M-F) LN (M-F)	CM	10-1035p	-TWTF--	:30	4	\$1,100.00	P-3	10.40	NM	4	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/16/12	07/22/12	-TWTF--		4				\$1,100.00		10.40			
14	KSDK	07/23/12	07/28/12	LN (M-F) LN (M-F)	CM	10-1035p	MTWT---	:30	4	\$1,100.00	P-3	10.40	NM	4	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/23/12	07/29/12	MTWT---		4				\$1,100.00		10.40			
15	KSDK	07/17/12	07/22/12	LN (Sa) LN (Sa)	CM	10-1035p	-----S-	:30	1	\$1,100.00	P-3	8.50	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/16/12	07/22/12	-----S-		1				\$1,100.00		8.50			
16	KSDK	07/17/12	07/22/12	LN (Su) LN (Su)	CM	10-1035p	-----S	:30	1	\$1,100.00	P-3	11.90	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/16/12	07/22/12	-----S		1				\$1,100.00		11.90			
17	KSDK	07/17/12	07/22/12	Meet The Press Meet The Press Sun 8-9A	CM	8-9A	-----S	:30	1	\$750.00	P-3	5.60	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/16/12	07/22/12	-----S		1				\$750.00		5.60			
18	KSDK	07/23/12	07/28/12	Sat 6p News Channel 5 at 6P Sat	CM	6-630P	-----S-	:30	1	\$600.00	P-2	10.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/23/12	07/29/12	-----S-		1				\$600.00		10.00			
19	KSDK	07/17/12	07/22/12	NC5 at 5P Sun News Channel 5 at 5P Sun	CM	5-530P	-----S	:30	1	\$400.00	P-3	10.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/16/12	07/22/12	-----S		1				\$400.00		10.00			
20	KSDK	07/28/12	07/28/12	Olympics Late Fringe Olympics Late Fringe	CM	Olympics Late Frin	-----S-	:30	1	\$400.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/23/12	07/29/12	-----S-		1				\$400.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KSDK	07/23/12-07/29/12	Olympics Late Fringe		Olympics Late Fri	-----Sa--	:30		\$1,500.00		0.00	NM		
21	KSDK	07/28/12	07/28/12	Olympics Overnight Olympics Overnight	CM	Olympics Overnigh	-----S-	:30	2	\$50.00	P-3	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/23/12	07/29/12	-----S-		2				\$50.00		0.00			
N22	KSDK	08/05/12	08/05/12	NC5 at 5P Sun News Channel 5 at 5P Sun	CM	5-530P	-----S	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/30/12	08/05/12	-----S		1				\$600.00		0.00			
N23	KSDK	08/04/12	08/05/12	Olympics Weekend 4-6aCM Olympics Weekend DT	CM	Olympics Weekenc	-----SS	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/30/12	08/05/12	-----SS		1				\$450.00		0.00			
N24	KSDK	08/03/12	08/03/12	Olympics Overnight Olympics Overnight	CM	Olympics Overnigh	----F--	:30	1	\$50.00	P-3	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/30/12	08/05/12	----F--		1				\$50.00		0.00			

